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Colorado Market Maker

CDA's online portal for connecting buyers & sellers is about to improve. Colorado's Food and Agricultural Directory will be upgraded over the next few months to provide new information and assistance to individuals and companies seeking Colorado products as well as introducing new tools for our companies to help them develop their markets.

The upcoming Colorado Market Maker program will continue to be a free service for Colorado companies and will provide new opportunities to connect sellers and buyers, from direct farm sales through national chains as well as to export markets. The online searchable database will continue and will be enhanced with new mapping and web based tools.

Market Makers will be providing new tools for Colorado companies in developing and expanding their markets. One feature will be to provide companies with access to US Census data. This feature will allow a producer to search for Colorado markets that show the greatest concentration of any defined demographic, such as upper-income Hispanic households, and receive maps of the key markets as well as complete demographic profiles of these locations.

Another new feature coming with Colorado Market Maker will be to allow all registered companies to maintain their own online data. Companies will now be able to update and add products and services directly as they are developed.

The Colorado Market Maker program is a cooperative effort of the Colorado Department of Agriculture and CSU to migrate Colorado's online trade directory to the growing national food products directory within the Market Maker program. This shared platform brings together Colorado and eleven other states in creating a single database to assist buyers and sellers in locating new suppliers. The Market Maker program was just embraced by WalMart, who will provide additional funding to this national effort to provide new tools for Colorado and the US's farmers, ranchers and food processors to develop their markets.